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Vendor Program Overview

Adobe Partner Connection:

The primary goal of the Adobe Partner Connection Program is to reward Adobe partners for helping to drive our mutual strategic objectives.

- Grow profitable revenue
- Drive greater account penetration
- Acquire new customers
- Keep customers current on Adobe's latest technology innovations

We believe that together with our partners, we can achieve these goals. We are committed to rewarding partners who work toward these goals through better partner program infrastructure, training, and incentives. Adobe will provide both financial incentives, such as rebates, deal registration, Co-op, and/or MDF, and non-financial incentives, such as NFR software, training, and public recognition, to partners who work with us to drive these objectives.

A primary goal of the Adobe Partner Connection Program is to recognize and reward the unique competencies of each partner. To do this, it is important to identify the role that each partner plays. The Partner Connection Program consists of three unique programs designed for the following partner types: Distributor, Reseller, and Retail Partner. In addition, when a partner focuses on a particular business model such as online retail, or a unique vertical market such as education or government, the Partner Connection Program will treat these attributes differently and reward for unique areas of focus or specialization.

Adobe APC Reseller Program overview:

Registered - The Registered level allows resale of Adobe shrink-wrap products as well as the TLP commercial, government, and education/non-profit licensing programs. It requires an online click-through agreement for each reseller

Certified - The Certified level requires that a reseller be Registered and have at least one employee certified under one of the Adobe Partner Connection Program certification programs. Minimum certifications required for this level are one (1) Adobe Certified Sales Professional in Creative Suite or Acrobat, and one in Volume Licensing. In addition to the benefits of the Registered level, resellers at the Certified level are eligible to sell Adobe's Cumulative Licensing Program (CLP) and Enterprise Agreement (EA) program and for deal registration and other incentives. Only resellers that qualify for the certified level and above will be able to access the Adobe Sales Center for deal registration and other benefits, and be listed in the Partner Finder.

Gold - The Gold level requires a reseller to meet the requirements for both the Registered and Certified levels and to have been an Adobe reseller for a minimum of six (6) months. In addition, the Gold level reseller must have additional Adobe Certified Sales Professionals in Acrobat, Creative Suite, and Volume

Licensing. The Gold level reseller will be assigned an Adobe Account Manager and will have quarterly business plans and reviews. A revenue target will be set and the reseller will be eligible for rewards such as deal registration, performance incentives, and marketing funds.

Platinum - The Platinum level requires the highest level of performance and engagement in the Adobe business. In return, it provides the reseller with the richest level of benefits in the Reseller Program. Platinum level resellers must meet all of the requirements for the Registered, Certified, and Gold levels, plus the additional requirements of the Platinum level. The Platinum level reseller will be assigned an Adobe Account Manager and will have quarterly business plans and reviews. A revenue target will be set and the reseller will be eligible for rewards such as deal registration, performance incentives, and marketing funds.

Each Reseller Program level has a minimum personnel requirement that includes Adobe Certified Sales Professional/s and other personnel. Both the Gold and Platinum levels also require a minimum revenue threshold to enter or maintain status at that level. The revenue requirement will be calculated based on annual Qualifying Revenue.

Key Programs

TLP – (Transactional Licensing Program)

Designed to help small companies save time and resources, TLP offers volume purchase benefits to customers without membership requirements or long-term agreements.

* To quote or sell into an Education or Government TLP your organization must be a registered partner in Adobe's APC Program.

CLP- (Cumulative Licensing Program)

Designed to benefit small to large companies, CLP is a two-year membership program that offers customer's significant savings on volume purchases of Adobe products and simplifies software administration.

* To quote or sell into a commercial CLP agreement your organization must be a certified partner in Adobe's APC Program. To quote or sell into an education CLP agreement your organization must be a certified partner with an education specialization in Adobe's APC Program. To quote or sell into a government CLP agreement your organization must be a certified partner with a government specialization in Adobe's APC Program.

EA- (Enterprise Agreement)

Designed to help medium and large companies standardize on Adobe software, EA delivers significant savings to customers and simplifies license management over a three-year term.

*To quote or sell into a commercial EA agreement your organization must be a certified partner in Adobe's APC Program. To quote or sell into an education EA agreement your organization must be a certified partner with an education specialization. To quote or sell into a government EA agreement your organization must be a certified partner with a government specialization.

VIP- (Value Incentive Plan)

VIP is a subscription-based licensing program designed for companies of all sizes. With a VIP membership, no minimum license purchase is required. Management is easy. Deployment is immediate. And compliance is automatic.

*To quote or sell into a commercial VIP agreement your organization must be a certified partner in Adobe's APC Program. To quote or sell into an education VIP agreement your organization must be a certified partner with an education specialization. To quote or sell into a government EA agreement your organization must be a certified partner with a government specialization.